

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint



Practitioners associated with the Customer Number:

23524

OR



Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents reflected in this form in accordance with 37 CFR 3.73(c).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(d) to:



The address associated with Customer Number:

23524

OR



Firm or Individual Name

Address

City

State

Zip

Country

Telephone

E-mail

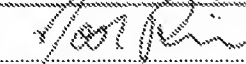
Assignee Name and Address:

West Lane Data LLC
3228 McLeod Dr
Ste 100
Las Vegas, Nevada 89121

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/06 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

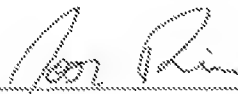
Signature		Date	10/26/11
Name	Joseph Reilly	Telephone	
Title	Authorized Person for West Lane Data LLC		

This collection of information is required by 37 CFR 1.51, 1.52 and 1.53. The information is required to obtain or make a benefit by the patent system in the United States (USPTO) in preparing an application. Confidentiality is governed by 35 U.S.C. 121 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1480, Alexandria, VA 22313-1480. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22313-1460.

If you need assistance in completing the form, call 1-800-PTO-5155 and select option 2.

DECLARATION REGARDING AUTHORITY TO SIGN
ON BEHALF OF A LEGAL ENTITY
37 C.F.R. 3.73(b)(2)(i)

I, Joseph Reilly (whose title is supplied below), hereby declare that I am authorized to sign documents on behalf of West Lane Data LLC.



Joseph Reilly
Authorized Person for West Lane Data LLC

10/26/11

Date